

REMARKS

This application contains claims 1-36. Claims 1, 4-6, 10, 11, 13, 23, 25, 28, 29 and 35 are hereby amended. No new matter has been added. Reconsideration is respectfully requested.

Applicant thanks Examiner Bella for the courtesy of an interview with Applicant's representative, Sanford T. Colb (Reg. No. 26,856). The interview was held in the USPTO on October 19, 2004. In the interview, it was agreed that the reference cited by Examiner Tran (Oliver, discussed in greater detail below) does not teach "hiding at least one of the hyperlinks responsive to the at least one user preference and to the at least one attribute associated with the at least one of hyperlinks," as recited in claim 1 of the present patent application. The Examiner suggested amending the claims to clarify the different roles of an author of the content (from whom the code is received) and a user or viewer of the content, who provides the at least one user preference. The Examiner also indicated that he is aware of prior art (not cited in the present official action) that discloses means for permitting a user to hide all hyperlinks on a Web page, and suggested that the claims be amended to distinguish over this prior art, as well. The independent claims in this

application have been amended in accordance with the Examiner's suggestions.

Claims 1-36 were rejected under 35 U.S.C. 102(b) over Oliver ("SAMS Teach Yourself HTML 4 in 24 Hours"). While traversing this rejection, Applicant has amended independent claims 1, 13 and 25 as suggested by Examiner Bella in the above-mentioned interview in order to more clearly define the features of the present invention. Dependent claims 4-6, 10, 11, 23, 28, 29 and 35 have been amended, as well, to accord with the amendments to the independent claims and to correct minor informalities.

Claim 1, 13 and 25 recite, respectively, a method, apparatus and computer software product for visualizing data. Code representing content is prepared by an author (as indicated in the specification on page 15, lines 9-10). The code comprises a plurality of hyperlinks, with at least one attribute associated with each hyperlink. A viewer of the content, other than the author (as implied in the specification on page 16, lines 23-25), sets at least one user preference for displaying the hyperlinks. The content is then displayed while hiding at least one of the hyperlinks, though not all of the hyperlinks are generally hidden (as explained in the specification on page 5, lines 10-13, and page 17, lines 23-28, and shown in Figs. 2A and 2B). The hyperlinks

that are to be hidden are determined by the user preference(s) received from the viewer and by the attribute(s) provided by the author.

The passages in Oliver cited by the Examiner describe methods for choosing custom colors and typefaces in HTML pages. As agreed in the interview, however, Oliver does not teach or suggest hiding hyperlinks responsively to at least one user preference and at least one attribute, as required by the claims in the present patent application. Even if Oliver could somehow be construed to disclose hiding of hyperlinks, Oliver is concerned only with actions taken by the author of an HTML page. He makes no suggestion that the preferences of a viewer other than the author might be used in controlling which hyperlinks are hidden and which are displayed, as recited in the amended claims.

Thus, claims 1, 13 and 25 are believed to be patentable over Oliver. In view of the patentability of these independent claims, dependent claims 2-12, 14-24 and 26-36 are believed to be patentable, as well. Furthermore, the dependent claims are believed to recited subject matter that is independently patentable, but Applicant will refrain from arguing the patentability of the dependent claims at present in the interest of brevity.

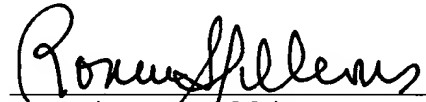
Applicant believes the amendments and remarks presented hereinabove to be fully responsive to all of the grounds of rejection raised by the Examiner. In view of these amendments and remarks, Applicant respectfully submits that all of the claims in the present application are in order for allowance. Notice to this effect is hereby requested.

If the Examiner has any questions he is invited to contact the undersigned at 202-628-5197.

Respectfully submitted,

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